

BROWSE HIERARCHIES CUSTOMIZED FOR RULES BASED CUSTOM CATALOGS

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ABSTRACT OF THE DISCLOSURE

10 An arbitrary number of custom catalogs for an arbitrary number of customers can be
published from a single database of seller catalog data. Custom browse hierarchies can be
generated for each of the custom catalogs. The custom catalogs are subsets of the catalog
database, and are generated in accordance with a set of rules that defines the scope of the
content of the custom catalog. The rule sets define a series of sequential searches by which a
15 subset of the product SKUs contained in the database are returned. A primary hierarchy is
maintained that can have a scope coextensive with the primary database. Custom browse
hierarchies can be pruned to render their scope approximately coextensive with each subset.
The custom catalog subsets and the custom browse hierarchies are generated periodically
through a virtual publication process.

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